



- › MISSION STATEMENT
- › SPONSORSHIP LEVELS
- › SPONSOR SIGNUP APPLICATION



MARKET MISSION

THE CLAYTON FARMERS MARKET SUPPORTS LOCAL FARMERS, SPOTLIGHTS ORGANIC AND NATURALLY PRODUCED FOODS, AND PRESENTS QUALITY, LOCALLY GROWN FOODS AND REGIONALLY BRANDED PRODUCTS.

THE MARKET HIGHLIGHTS UNIQUE OR SEASONAL SPECIALTIES, FOOD-THEMED PRODUCTS WITH EMPHASIS ON THE HOME-GROWN, HOME-MADE OR HAND CRAFTED. OCCASIONALLY OTHER UNIQUE, SPECIALTY ITEMS THAT ROUND OUT THE FARMERS MARKET SHOPPING EXPERIENCE WILL BE SHOWCASED. ALL ITEMS FOR SALE ARE MISSOURI/ILLINOIS-MADE. THE MARKET ALSO FEATURES CHEF DEMONSTRATIONS, LIVE ENTERTAINMENT AND KIDS' ACTIVITIES.

TARGET AUDIENCE: local restaurateurs, foodies and dedicated market goers

ANTICIPATED ATTENDANCE: 24,000 during the season

TIME AND DATE: 4:30 to 7:30 p.m. on Thursdays, May - October

LOCATION: North Central Avenue in Downtown Clayton

PARKING: FREE after 5 p.m. week days, on weekends and holidays



CLAYTON FARMERS MARKET
ON NORTH CENTRAL AVENUE

10 N. BEMISTON
CLAYTON, MO 63105

314.290.8467

WWW.CLAYTONFARMERSMARKET.COM





SPONSORSHIP LEVELS

PRODUCER	\$10,000
RANCHER	\$5,000
FARMER	\$2,000
HORTICULTURIST .	\$1,000
ORCHARDIST	\$ 500

YOU ARE INVITED TO BE A PART OF THE CLAYTON FARMERS MARKET.

PRODUCER (\$10,000) PRESENTING SPONSOR

- Name added to event title as presenting sponsor
- Logo listed on all market-produced marketing materials including event fliers and posters
- Promotional (10' x 10') booth space each week during the season
- Name added to market press releases
- Name/Logo on Clayton Farmers Market website with the option of linking to own for duration of market season
- Name listed in market's weekly electronic newsletter

RANCHER (\$5,000)

- Logo listed on all market-produced marketing materials including event fliers and posters
- Promotional (10' x 10') booth space each week during the season
- Name added to market press releases
- Name/Logo on Clayton Farmers Market website with the option of linking to own for duration of market season
- Name listed in market's weekly electronic newsletter

FARMER (\$2,000)

- Logo listed on all market-produced marketing materials including event fliers and posters
- Name added to market press releases
- Name/Logo on Clayton Farmers Market website with the option of linking to own for duration of market season
- Name listed in market's weekly electronic newsletter

HORTICULTURIST (\$1,000)

- Logo listed on all market-produced marketing materials including event fliers and posters
- Name added to market press releases
- Name/Logo on Clayton Farmers Market website with the option of linking to own for duration of market season

ORCHARDIST (\$500)

- Logo listed on all market-produced marketing materials including event fliers and posters
- Name/Logo on Clayton Farmers Market website with the option of linking to own for duration of market season

PROMOTIONAL PLAN

PRESS RELEASE: to more than 140 local, regional and national media contacts

WEBSITE: posted as a recurring News item, and an event listing on each Thursday of the Calendar throughout the season

POSTERS: displayed in Clayton's 70+ retail shops and 80+ restaurant windows

FLIERS: 5,000 distributed by retail businesses and restaurateurs and the Clayton Chamber of Commerce

E-MAILS: weekly messages throughout the market season to 1,500 Clayton Connection e-mail recipients, and weekly e-mail updates from the Chamber of Commerce

NEWSLETTERS:

Event announcements in:

- the city's quarterly newsletter to 7,500 Clayton households and 2,000 businesses
- the Chamber's quarterly Spotlight newsletter to nearly 500 members
- the Clayton School District's monthly electronic newsletter



SPONSOR SIGNUP APPLICATION



CONTACT PERSON: _____
COMPANY NAME: _____
STREET ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ EMAIL: _____

LIST OF ON-SITE ACTIVITIES AND/OR MATERIALS TO BE DISTRIBUTED (IF APPLICABLE):

Please check your sponsorship level:

___ PRODUCER.....\$10,000
___ RANCHER.....\$5,000
___ FARMER.....\$2,000
___ HORTICULTURIST.....\$1,000
___ ORCHARDIST.....\$500

AGREEMENT: The **CLAYTON FARMERS MARKET** agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Clayton, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: _____ Date: _____
Authorized Signature for **CLAYTON FARMERS MARKET**: _____ Date: _____

CREDIT CARD INFORMATION:

☐ VISA ☐ MC

EXP. DATE

VISA or MASTERCARD #

TOTAL DUE \$ _____

Please print name of cardholder

Make check payable and mail to: **CLAYTON FARMERS MARKET**, 10 N. Bemiston, Clayton, MO 63105

Questions: Contact Gary Carter at gcarter@claytonmo.gov or 314.290.8467

